

**THE  
BOOK  
OF HUNCH**

**WHO, WHAT, WHY AND HOW.**



**HELLO**

# WELCOME TO HUNCH

This book might look like it's all about us. But really it's all about you.

Because you make the difference to the work we do and the way we do it. So this is your guide to who, what, why and how.

But it's not a book of rules or instructions. No one needs rules. Think of it more like a map. Your map to being brilliant at Hunch.

## WHAT'S IN THIS BOOK?

**#1 THE BOOK OF WHY**  
What you bring to the party  
and how the business works.

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**#2 THE BOOK OF YOU**  
How to keep each other safe  
and celebrate our differences.

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**#3 THE BOOK OF HOW**  
How we work together to make  
things easy, excellent and fun.

**#4 THE BOOK OF WHO**  
Our brand book: how we show up  
and like people to see us.

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**#5 THE BOOK OF TOOLS**  
Some things we find useful to  
make the work great.

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**#6 THE BOOK OF NUTS & BOLTS**  
Stuff you need to know to  
find things and make life easy.

## OUR SECRET SAUCE

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**EASY**

We understand each other's challenges, play to our strengths and get stuff done. No fuss.

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**EXCELLENT**

We love every job, always sweat the small stuff and make everything as good as it can be.

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**FUN**

We recognise little wins, celebrate big ones, keep life in balance and make time for people.

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# HUNCH IN A NUTSHELL

## **WE ARE:**

PROBLEM SOLVERS WHO MAKE  
COMPLICATED STUFF FEEL SIMPLE

## **WE DO:**

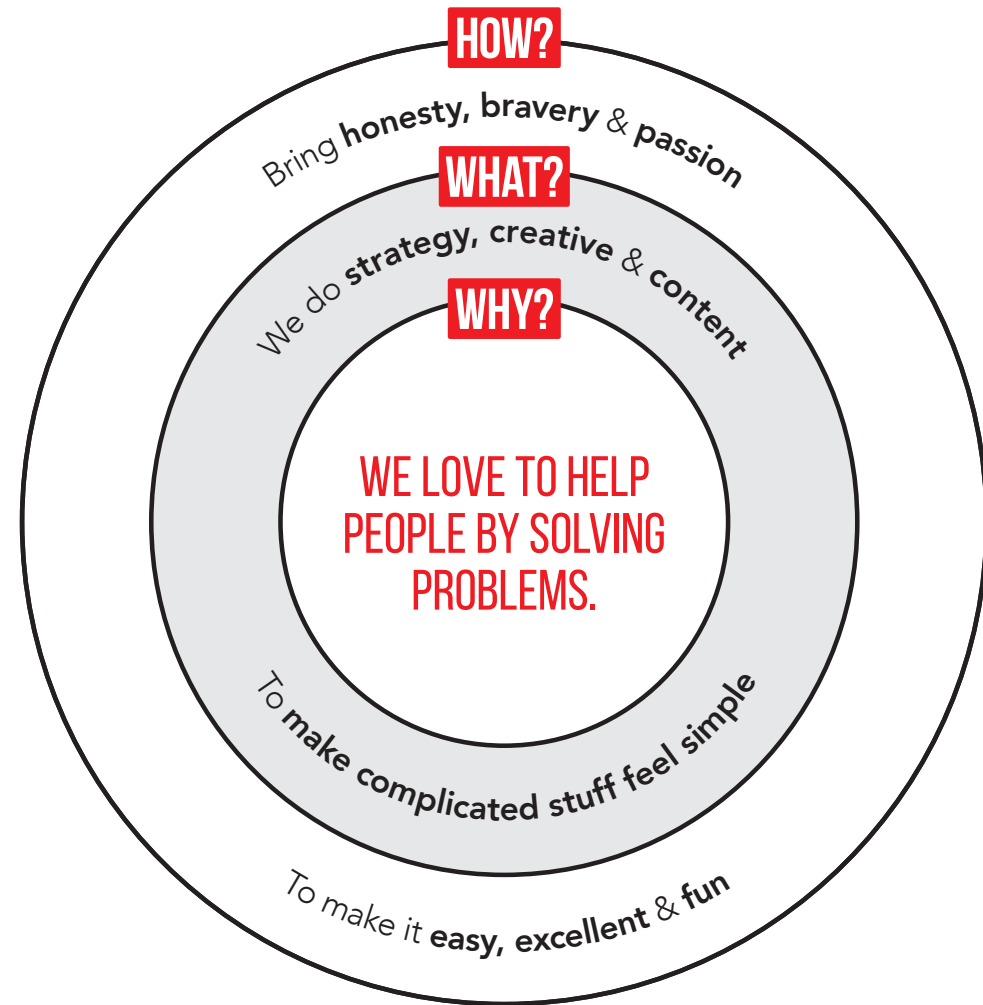
STRATEGY, CREATIVE & CONTENT

## **WE BRING:**

HONESTY, BRAVERY & PASSION

## **TO MAKE THINGS:**

EASY, EXCELLENT & FUN



## WHAT WE DO

### WE DO:

## STRATEGY

We dig into each problem to sort the news from the noise and find **simple, human insights**.

## CREATIVE

We turn ideas into stories and carefully craft the work to make emotional connections.

## CONTENT

We think about what people care about and add value with interesting, relevant stories.

### TO DELIVER:

## SIMPLICITY

As clear and simple as possible.

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## EXCELLENCE

Great work that we're proud of.

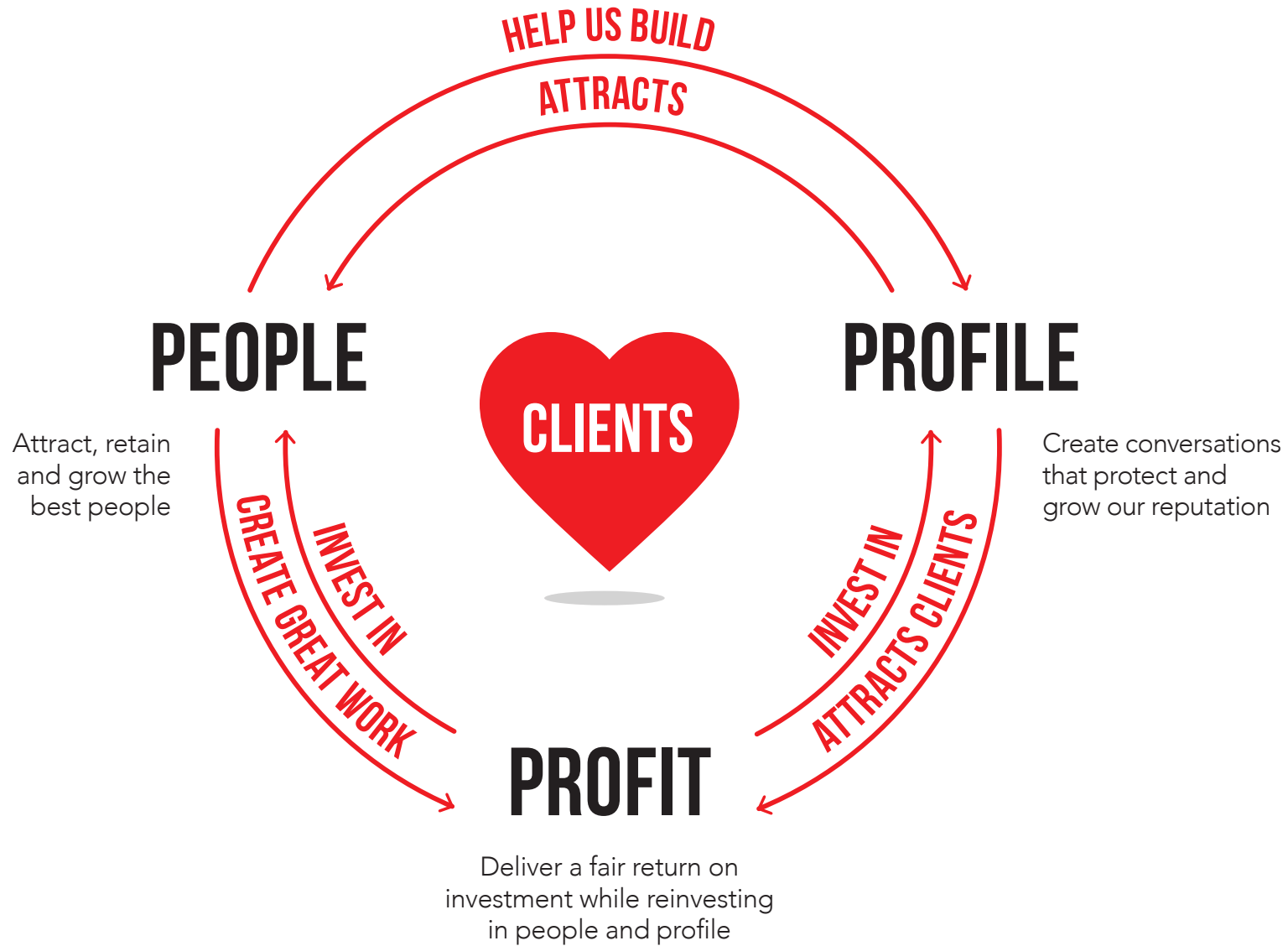
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## ENGAGEMENT

Stuff people genuinely care about.

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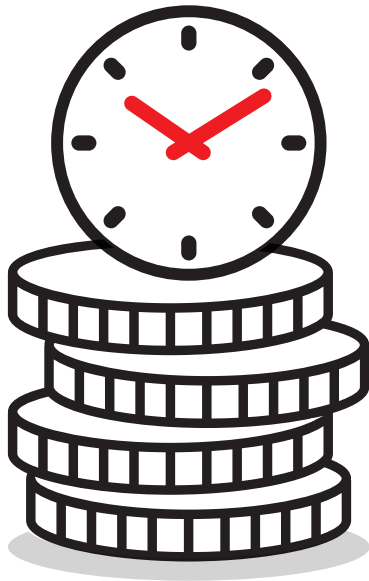
# HOW THE BUSINESS WORKS





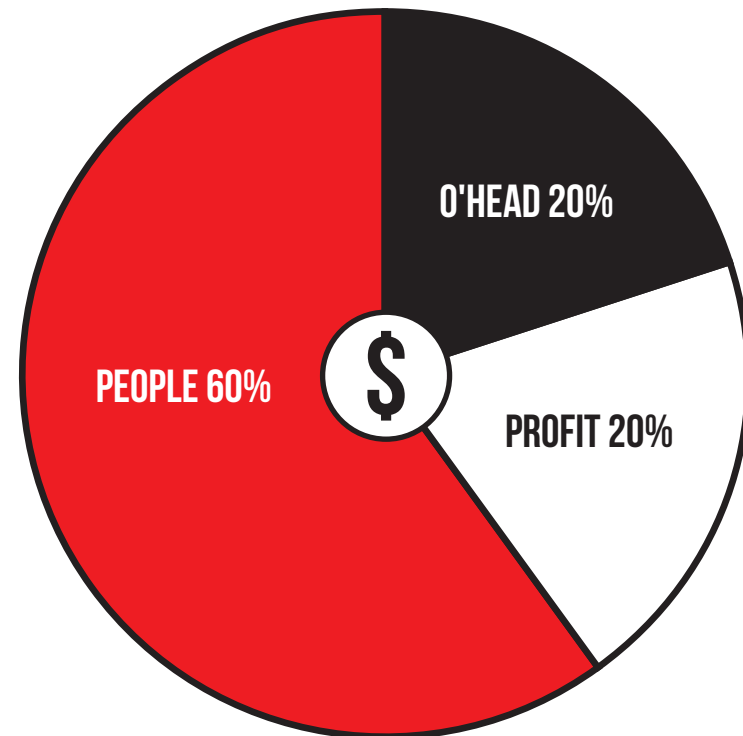
# MAKING MONEY

## MONEY IN



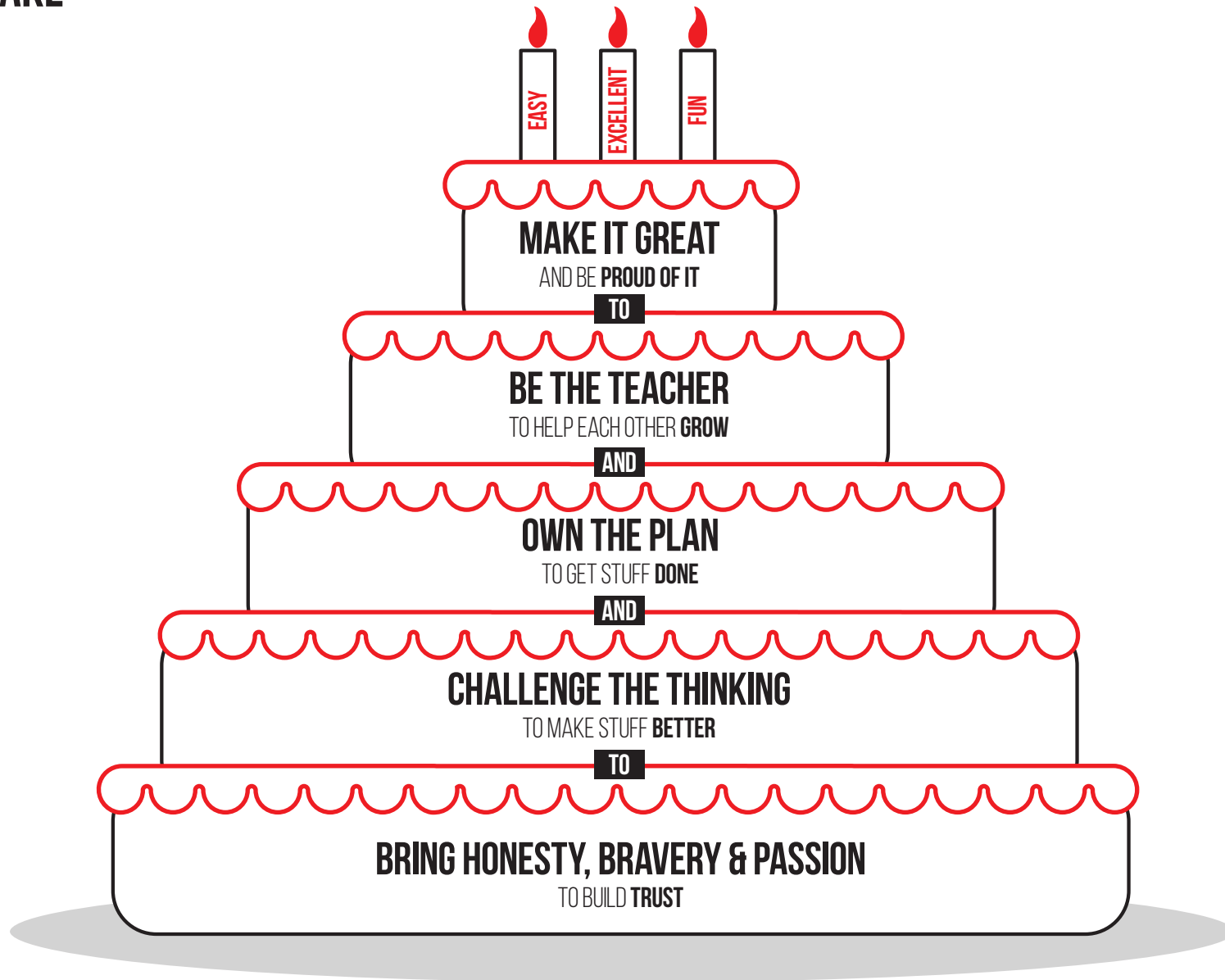
We make money  
by selling time

## MONEY OUT

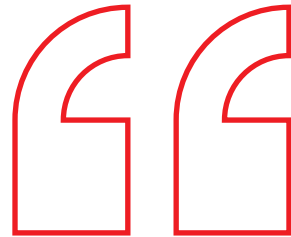


It's important to keep a balance in the books  
(with a little set aside to keep the wine fridge full)

## OUR TEAMCAKE



THE  
BOOK  
OF YOU



**WE CHOSE YOU FOR THE THINGS YOU CAN DO.  
BUT WHAT MATTERS MORE IS THE YOU-NESS OF YOU.**

– HUNCH

**WE BRING:**

# HONESTY

**Helps us work as a team.**

It's awareness of ourselves and others.  
Knowing our limits and pushing them.

# BRAVERY

**Helps make the work great.**

It's about speaking up, bringing your smarts,  
and being the teacher to help people grow.

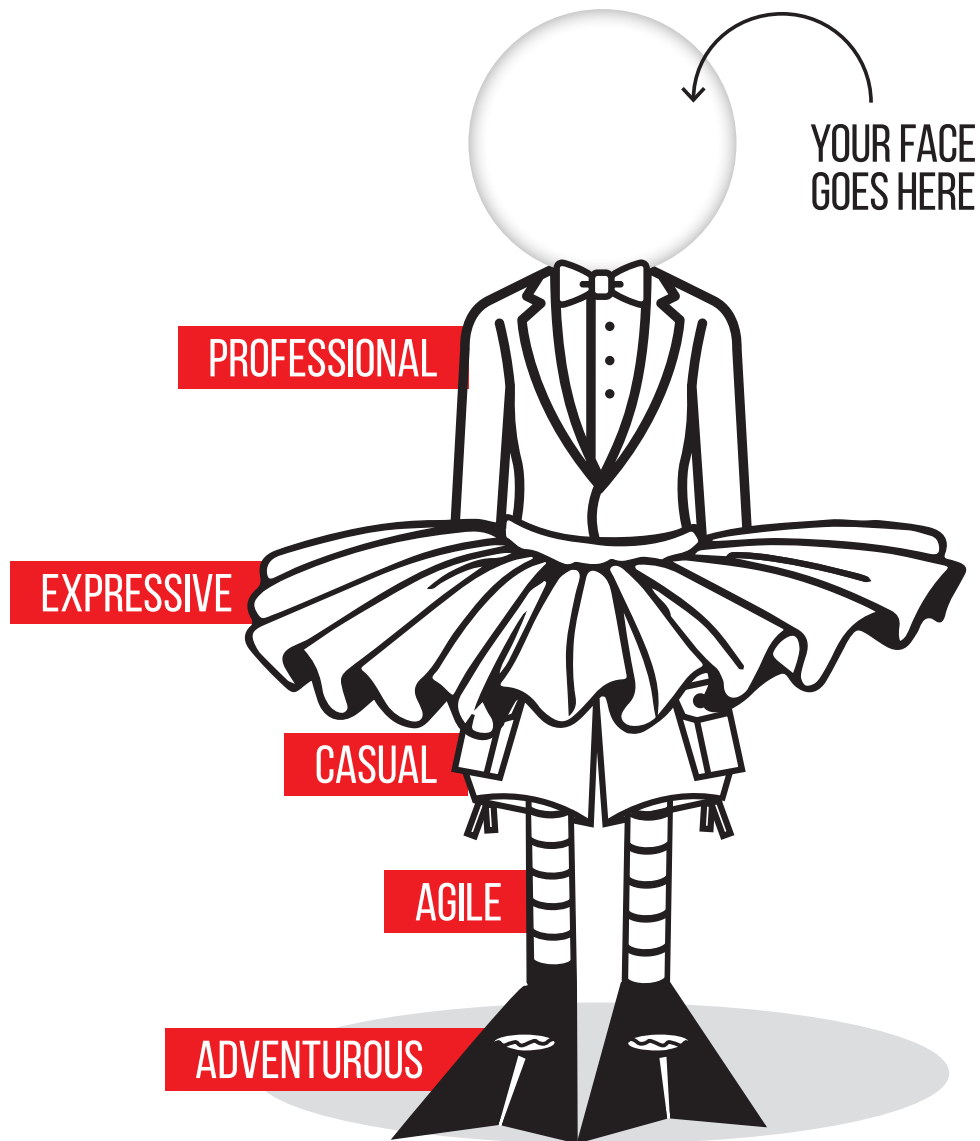
# PASSION

**Is what makes stuff happen.**

Bringing the buzz and sharing our hunger  
to discover, learn and grow.



## BEING YOU AND NO ONE ELSE

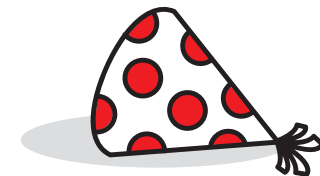


## EVERYBODY'S DIFFERENT

And that makes us awesome. So don't be afraid to bring your whole you to work, whatever shape, size, colour or identity that's wrapped in.

We're big into people who know who they are and where they're from. And we're all for celebrating those differences. So if you like to share, we'd love to learn more.

It's a safe place to be different. And a great place to be you. So leave your inner warrior at the door, put your heart on your sleeve, come in and enjoy being you.



## KEEPING YOURSELF SAFE

WE ALL HAVE  
SH\*T DAYS

### MENTAL HEALTH DAYS

Some days just aren't your days.  
So if you need to take off and  
curl into a cocoon, just do it. Let  
someone know you're out of here  
and just look after you. You'll still get  
paid and you won't use any leave.  
So tuck up and focus on you.

### CELEBRATING YOU

The magic of any team is the  
difference within it. So we're all up  
for finding out more about what  
makes you, you. Share in a FIMO.  
Wear something meaningful.  
Or celebrate your special day so  
others can share too.

### OPEN TO TALK

Sometimes things happen that  
aren't right. Big stuff and little stuff.  
You don't need to go through this  
on your own. So talk to your  
manager, a leader or someone  
you trust and we promise to listen,  
support and do our best to help.

## KEEPING EACH OTHER SAFE

IF YOU'RE NOT  
ALREADY

### THINGS YOU CAN DO:

- Always be aware that safety is really important.
- Report any accidents or near-accidents to the safety officer.
- Always say something if you're feeling under the weather or in pain.
- Keep an eye out for any bullying or sexual harassment. If you're feeling uncomfortable about anything, talk to someone you trust.
- If you get hurt, make a plan to get better and only come back when you're ready.
- If you notice any hazards, fill out a Hazard form and we'll get it sorted.

WE'VE  
GOT YOU

### THINGS WE'LL DO:

- Everything we can to make sure you stay safe.
- Make sure you know who to talk to for health and safety stuff.
- Make the office a safe place where bullying and harassment are treated seriously.
- Get rid of anything that could cause problems around the office.
- Treat conversations as confidential, unless you ask us otherwise.
- Stay on top of things, so you can get on with being brilliant. Safely.



THE  
BOOK  
OF HOW

## HOW WE ADD VALUE

NOT  
ACTUALLY

# ADD VALUE **OR DIE TRYING**

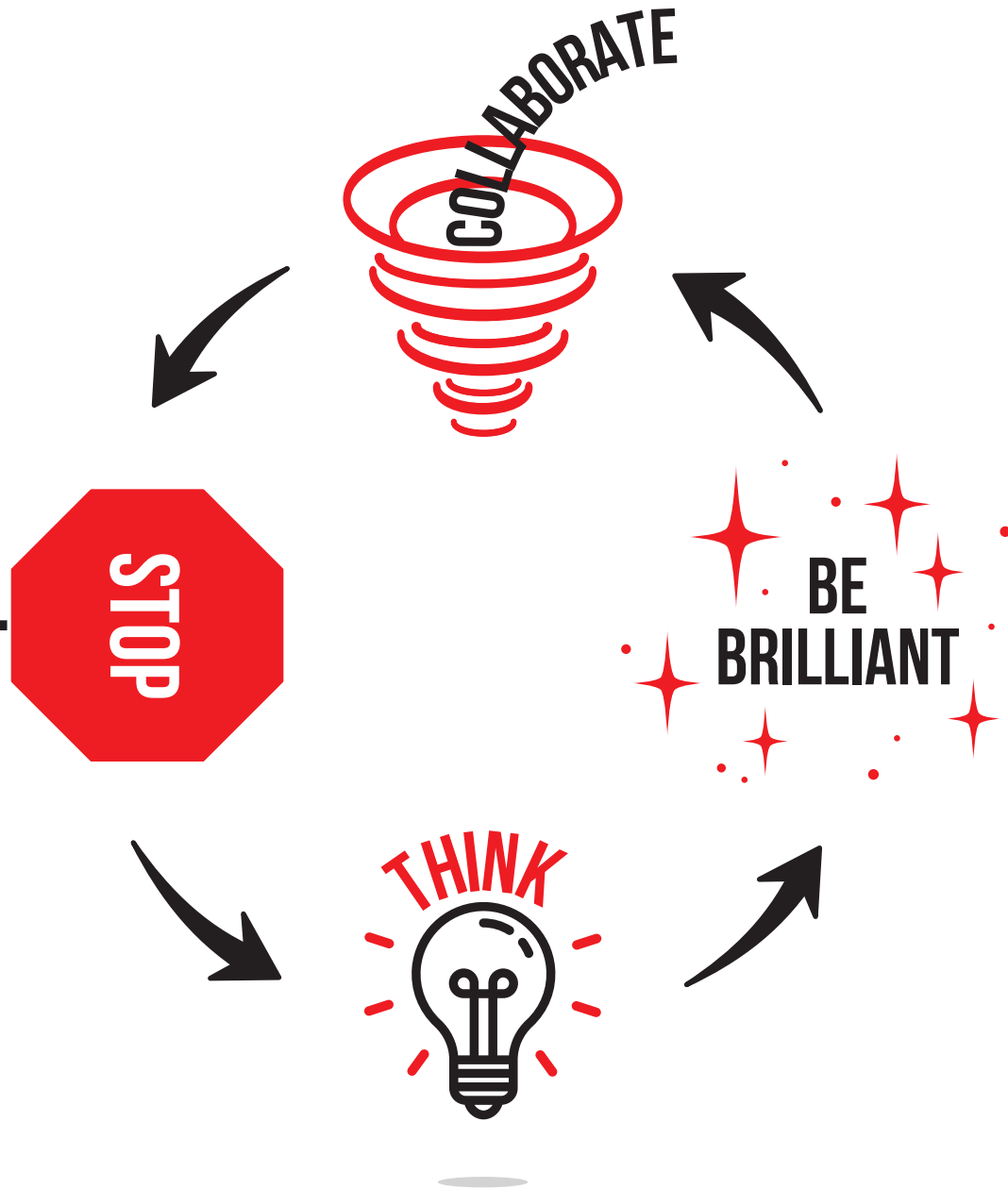
We don't want you to die. We don't even want you working long hours or thinking about work when you get home.

**But we do need you to try. Always.**

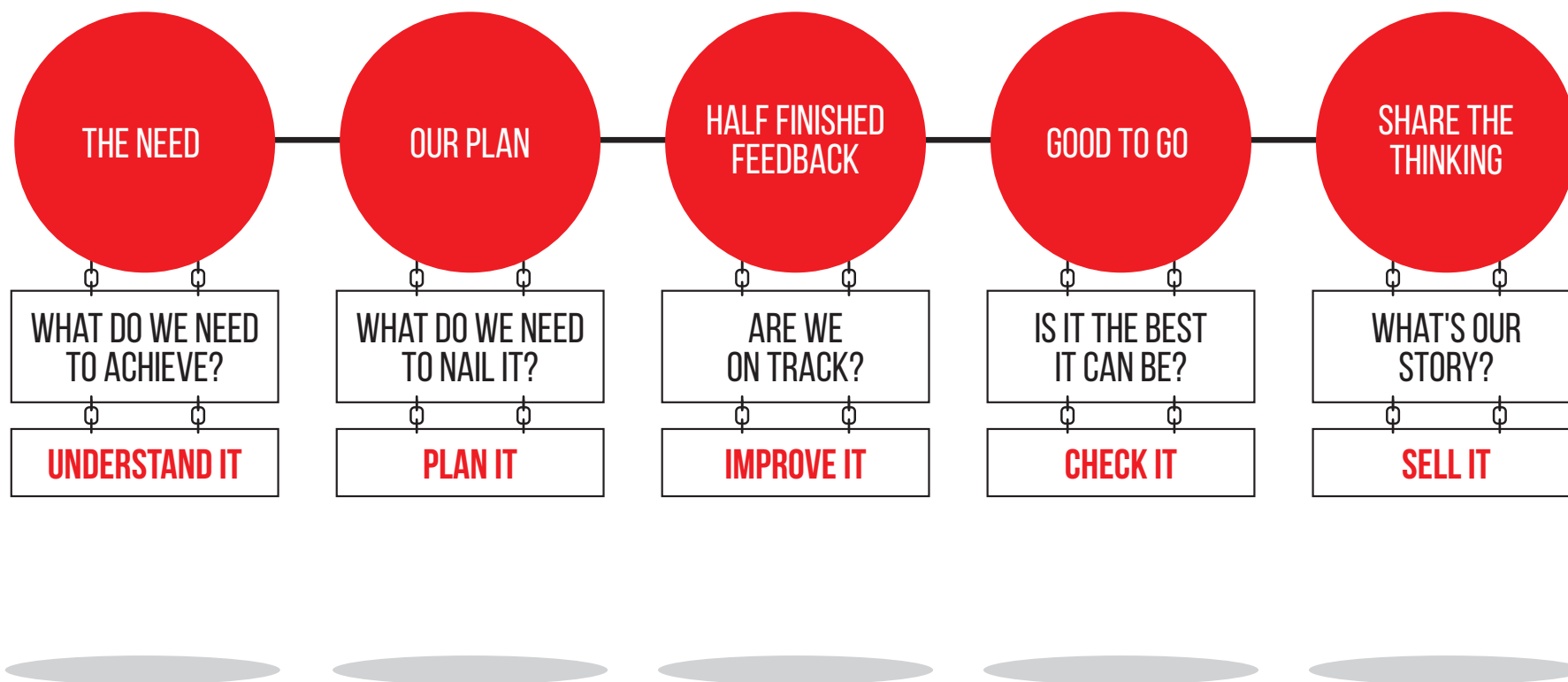
Because people with passion add value. And that's how we do amazing work. So next time you do anything, ask yourself: what did I do to make this better, smarter, easier, more engaging or more effective? How did I make things easy, excellent and fun?

Because that's the secret of our success – and yours.

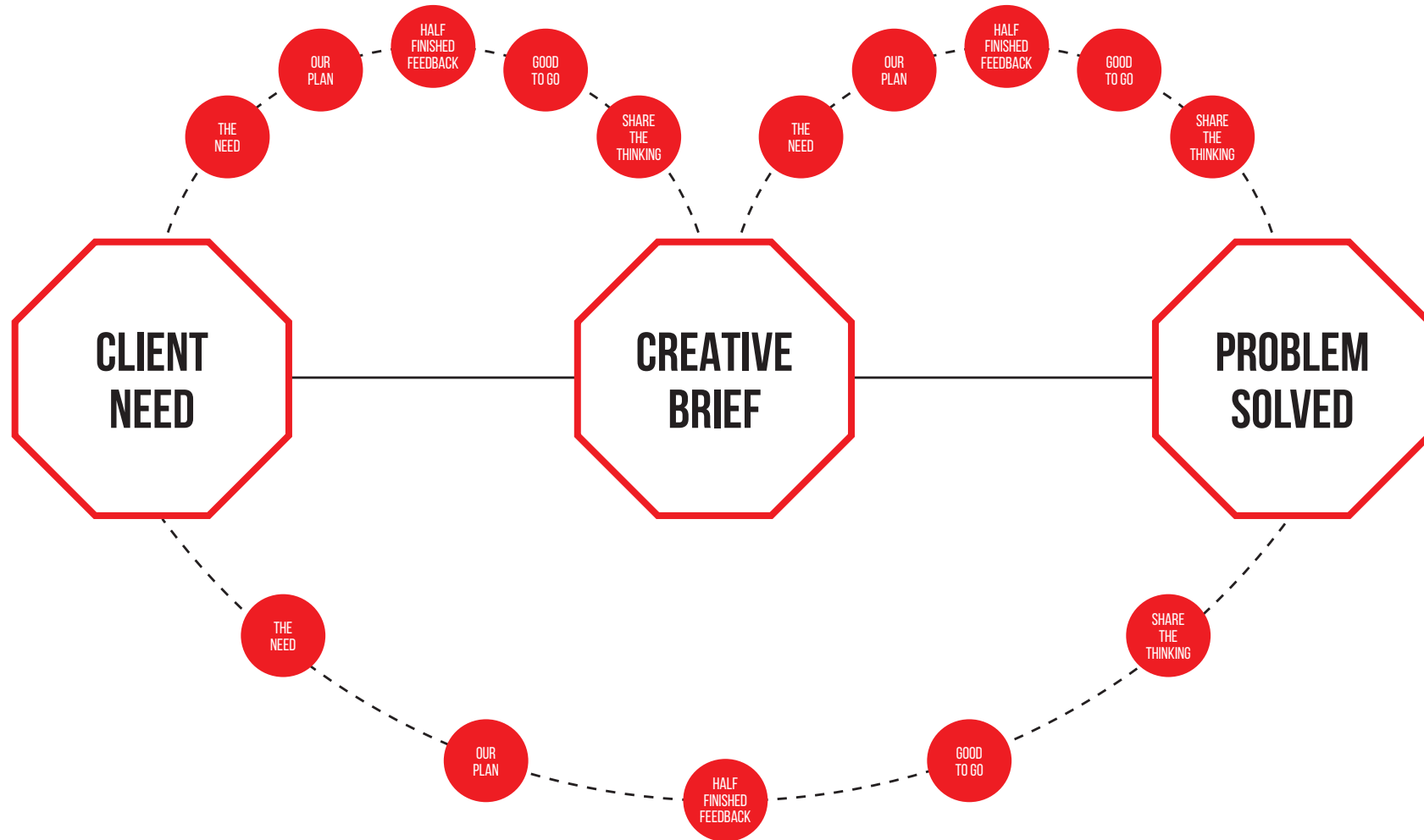
**HOW WE WORK**



## OUR FIVE DOTS



# DANCING THE DOTS



**AT EVERY DOT:** STOP. THINK. MAKE STUFF BETTER.

# ASKING YOUR WAY TO EXCELLENT

THE NEED

OUR PLAN

HALF FINISHED  
FEEDBACK

GOOD TO GO

SHARE  
THE  
THINKING

## WHAT DO WE NEED TO ACHIEVE?

### ➔ WHAT'S REALLY DRIVING THIS?

What's the bigger picture? How does this fit? Ask why.

### ➔ WHAT'S THE EXPECTATION?

What have they asked for? What haven't they said?

### ➔ WHAT ELSE DO WE NEED TO KNOW TO NAIL THIS?

Dig into the **need** to discover more questions.

## UNDERSTAND IT

# ASKING YOUR WAY TO EXCELLENT

THE NEED



OUR PLAN

HALF FINISHED  
FEEDBACK

GOOD TO GO

SHARE  
THE  
THINKING

## HOW ARE WE GOING TO NAIL IT?

### ➔ HOW DO WE MAKE IT GREAT?

Does it need a strategy? Creativity? Something else?

### ➔ WHO DO WE NEED TO MAKE IT AWESOME?

Think about which experts you need to pull in.

### ➔ HOW WILL WE FIT IT ALL IN?

Think timings, budget, people, capacity and availability.

## PLAN IT

# ASKING YOUR WAY TO EXCELLENT

THE NEED

OUR PLAN

HALF FINISHED  
FEEDBACK

GOOD TO GO

SHARE  
THE  
THINKING

## ARE WE ON TRACK?

### ➔ DOES IT MEET THE NEED IDENTIFIED?

Not just what they asked for, but what they actually need.

### ➔ HAVE WE ADDED VALUE?

What have we done to add value and make this great?

### ➔ HOW CAN WE MAKE IT BETTER?

Can it be simpler, clearer or more engaging?

## IMPROVE IT



# ASKING YOUR WAY TO EXCELLENT

THE NEED

OUR PLAN

HALF FINISHED  
FEEDBACK

GOOD TO GO

SHARE  
THE  
THINKING

## IS IT THE BEST IT CAN BE?

### ➔ IS IT ON BRAND, EXCELLENT AND ERROR FREE?

Has it been proofed and signed off?

### ➔ HAS IT BEEN CHECKED BY THE RIGHT PEOPLE?

Project Manager? Creative? Strategist? CD?

### ➔ ARE YOU PROUD OF IT?

Would you show your mum? Or your mates?

## CHECK IT

# ASKING YOUR WAY TO EXCELLENT



## WHAT'S OUR STORY?

### ➔ WHAT'S OUR GAME PLAN?

When, where, how and who?

### ➔ IS THE STORY CLEAR, SIMPLE AND COMPELLING?

Will they get it? And get excited by it?

### ➔ CAN THEY SEE THE VALUE WE'VE ADDED?

Explain why we did it this way.

## SELL IT

THE  
BOOK  
OF WHO

## OUR BRAND

# SMART

PEOPLE BUY OUR  
BRAINS, SO WE KEEP  
THEM TOPPED UP.

# PASSIONATE

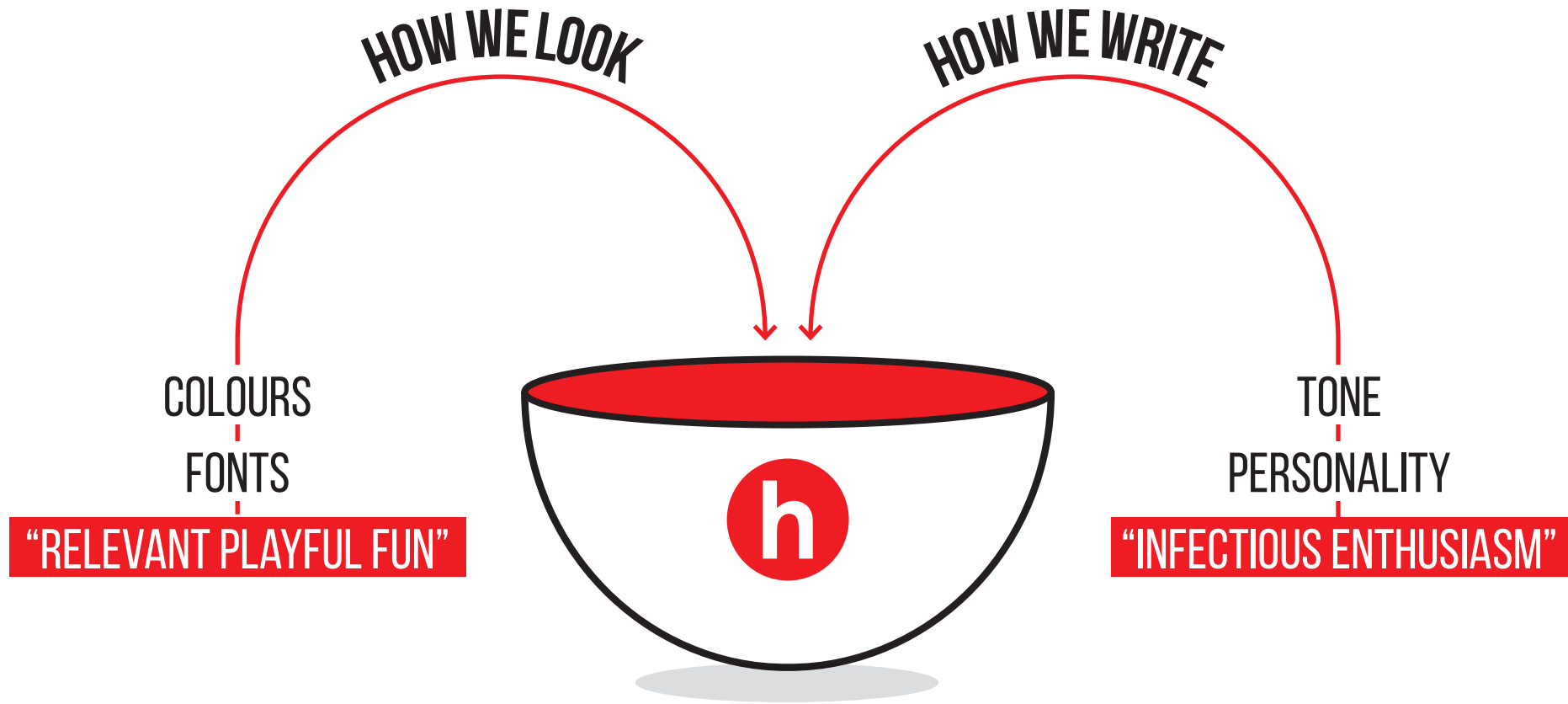
WE LOVE WHAT  
WE DO AND MAKE SURE  
IT'S INFECTIOUS.

# FUN

PROBLEMS FEEL LIKE  
PUZZLES WHEN YOU'RE  
HAVING FUN.

OUR BRAND IS OUR REPUTATION. IT'S WHAT PEOPLE THINK WHEN  
THEY THINK OF US AND WHAT THEY SEE WHEN THEY SEE US.

## WHAT'S IN A BRAND



## WHAT'S THE FEELS?

**WE'RE IN** ←  
**THE KNOW**  
→ **BUT NOT**  
**KNOW-**  
**IT-ALLS**

We have our finger on the pulse. And we don't mind having an opinion. But we'll never shove it down anyone's throat. It's our job to make others look good, not listen to the sound of our smarts.

**WE'RE** ←  
**CLEVER**  
→ **BUT NOT**  
**TRY-**  
**HARD**

Whether it's a wry smile or a cheeky wink, a bit of charm never hurt. We don't mind having fun, but we're never the one yelling "look at me." That's Luke. He probably works somewhere else.

# HUNCH LOGO

## I need my space.

Make sure nothing squeezes in too close to us.



## Colour me right.

These are the only colours for our logo.

hunch

We prefer this.



This is also okay.

hunch

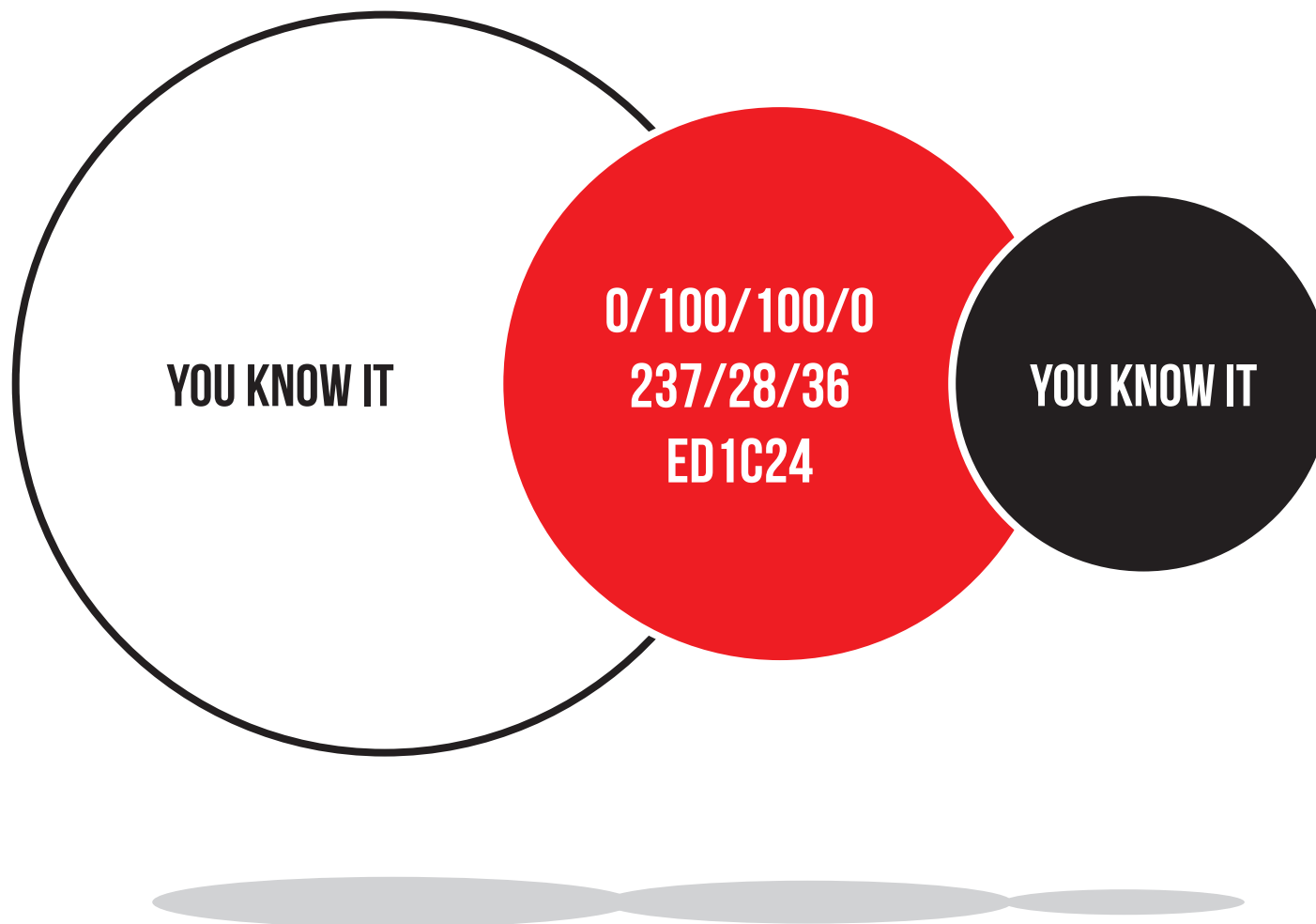
Only in B&W docs.

## Keeping it subtle.

Sometimes you just need a circle. Here's one.



## COLOURS





**BEBAS NEUE**

---

**HEADLINES**

SUBS

SUB SUBS

**AVENIR**

---

Body copy

## HOW WE WRITE

**WE'RE** ←  
**CASUAL**  
→ **BUT NOT**  
**LOOSE**

Let's keep it simple. Imagine you're talking to your best friend. Now take out the profanities and street speak. That's how we talk when we write.

**WE'RE** ←  
**CONFIDENT**  
→ **BUT NOT**  
**COCKY**

We know we can get the job done and make it great. But that doesn't mean we think we're the sh\*t. That's for you to tell us later.

## EXAMPLES

A BIT TOO CASUAL	ABOUT RIGHT	A BIT TOO FORMAL
SHARSIES Y'ALL	LIKE WHAT YOU SEE? PASS IT ON	IF YOU LIKE OUR POSTS, FEEL FREE TO SHARE
THOUGHTS?	WHAT DO YOU RECKON?	WHAT'S YOUR OPINION ON THIS?
CHECK OUT MARCH SHIZZLE	HERE'S WHAT WE GOT UP TO	THIS IS WHAT WE DID IN MARCH
PEEP THIS	WORTH A LOOK	PLEASE TAKE A LOOK
WHAT'S UP?	HELLO	HOW ARE YOU DOING?

# HOW WE ILLUSTRATE

## SPEECH BUBBLE

Gives personality to headlines or images.  
*Copy changes to suit situation.*

➔ **Best when it's two words, max**



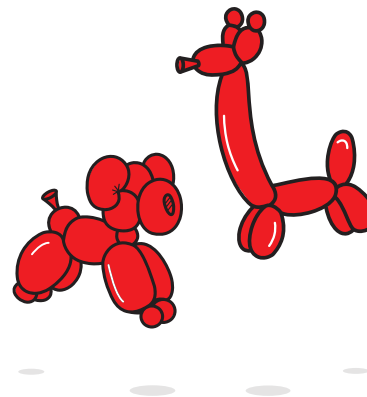
## HOW IT LOOKS:



## ILLUSTRATIONS (BLK/WHT & HUNCH RED)

Clever illustrations bring copy-heavy strat docs to life.

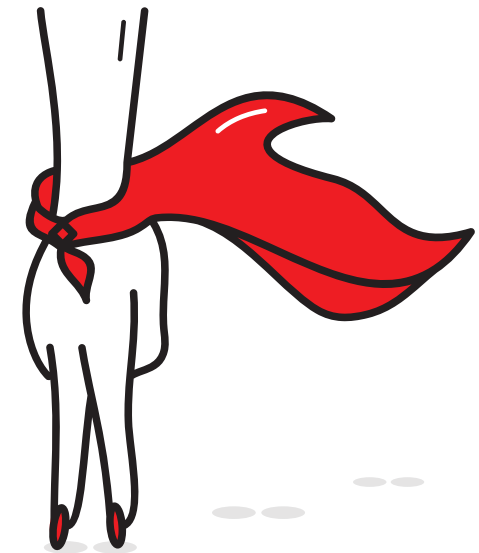
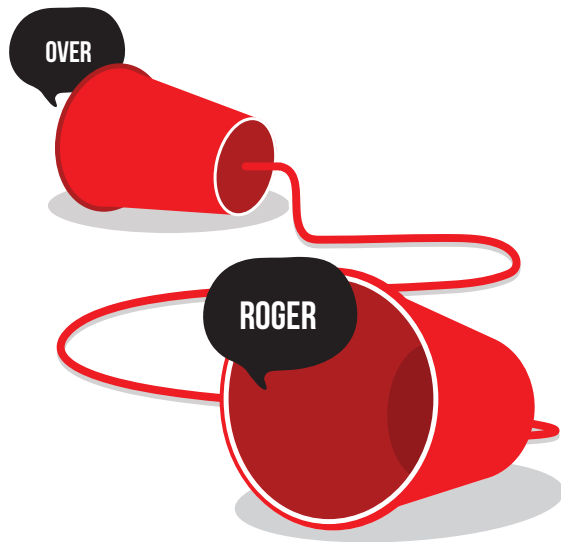
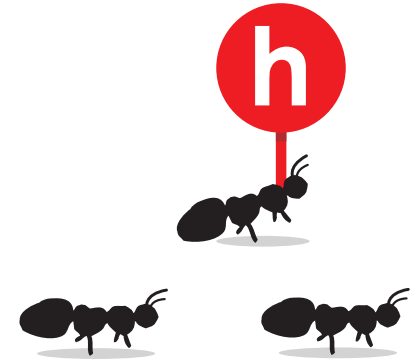
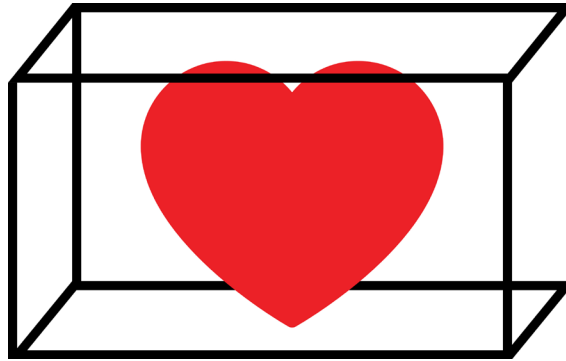
➔ **Noun project but make it Hunch**



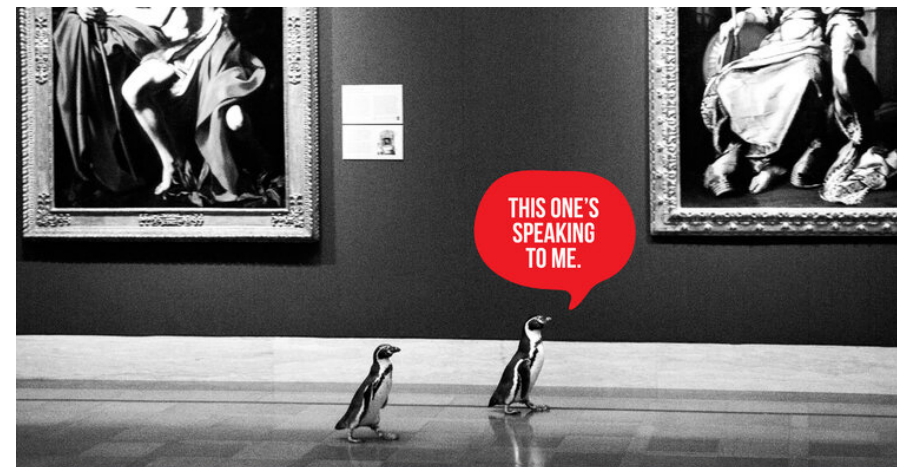
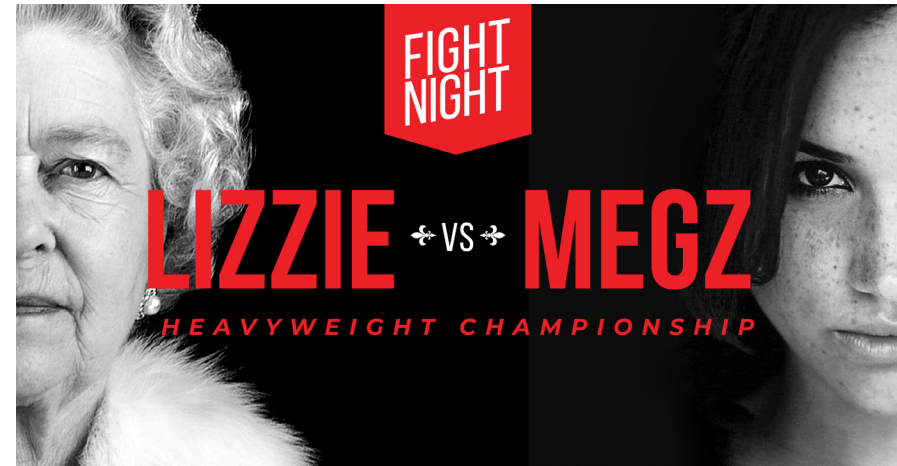
## HOW IT LOOKS:



# EXAMPLES



## USING IMAGERY



THE  
BOOK  
OF **TOOLS**

## HANDY TOOLS

SOMETIMES WE CAN CUT  
CORNERS OR MAKE THINGS  
EASY BY BUILDING ON  
SOMEONE ELSE'S THINKING.

**HERE ARE SOME TOOLS TO  
HELP YOU DO JUST THAT.**

### THE THREE C'S

Make communication easy. And clear.

### THE COMMS TRIANGLE

What matters most in communication?

### POSTING ON THE BLOG

How we make stuff compelling. And tidy.

### WRITING GREAT WORDS

Five tips to make good words great.

### MAKING GREAT CONTENT

How we make stuff people care about.

### GREAT EMAILS AND MEETINGS

Checklists for getting the most out of these.

### GIVING AND RECEIVING FEEDBACK

Looking for the learnings in everything.



## THREE C'S OF COMMUNICATION

**CLARIFY**

E.G. WHAT DO YOU NEED TO NAIL IT?



**COMMUNICATE**

E.G. WHAT DO YOU NEED DONE, BY WHEN?

**CONFIRM**

E.G. GOT IT? PUT IT IN WRITING.

# CRAFTING COMMUNICATIONS

How we say stuff is icing on the cake. Before we start to write, it's essential to check that the cake is baked and we know what our audience wants to hear.



## POSTING ON THE BLOG

AUTHOR & DATE

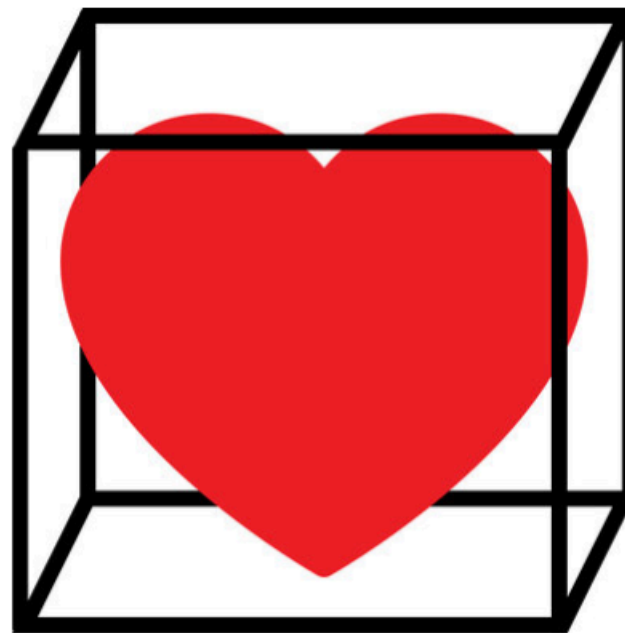
**No more than 10 characters**

with spaces. First name and initial is the best way to do this.

BODY COPY

**Maximum 135 characters**

with spaces.



MICHAEL G · MARCH 29, 2020

### 50 THINGS TO LOVE ABOUT A LOCKDOWN

Turns out there's lots to love about a Lockdown. We put our heads together to find 50. Who plays Cluedo and Monopoly? No, really?

[Read More](#) →

ONE LINE HEADLINE

**Maximum 16 characters**

with spaces.

TWO LINE HEADLINE

**Maximum 32 characters**

with spaces.

Where we have a one line headline, add a space before the blurb starts by hitting apple enter.

# WRITING GREAT WORDS

## WHO ARE YOU TALKING TO?

---

Think before you write. Who are you talking to? Why will they care?

## WHAT ARE YOU SAYING?

---

Sounds silly, but it's not. Always sum stuff up in a sentence before you start to write.

## CAN YOU WRITE IT SHORTER?

---

The answer is always yes. Editing is the most important part of writing.

## WHERE IS IT GOING?

---

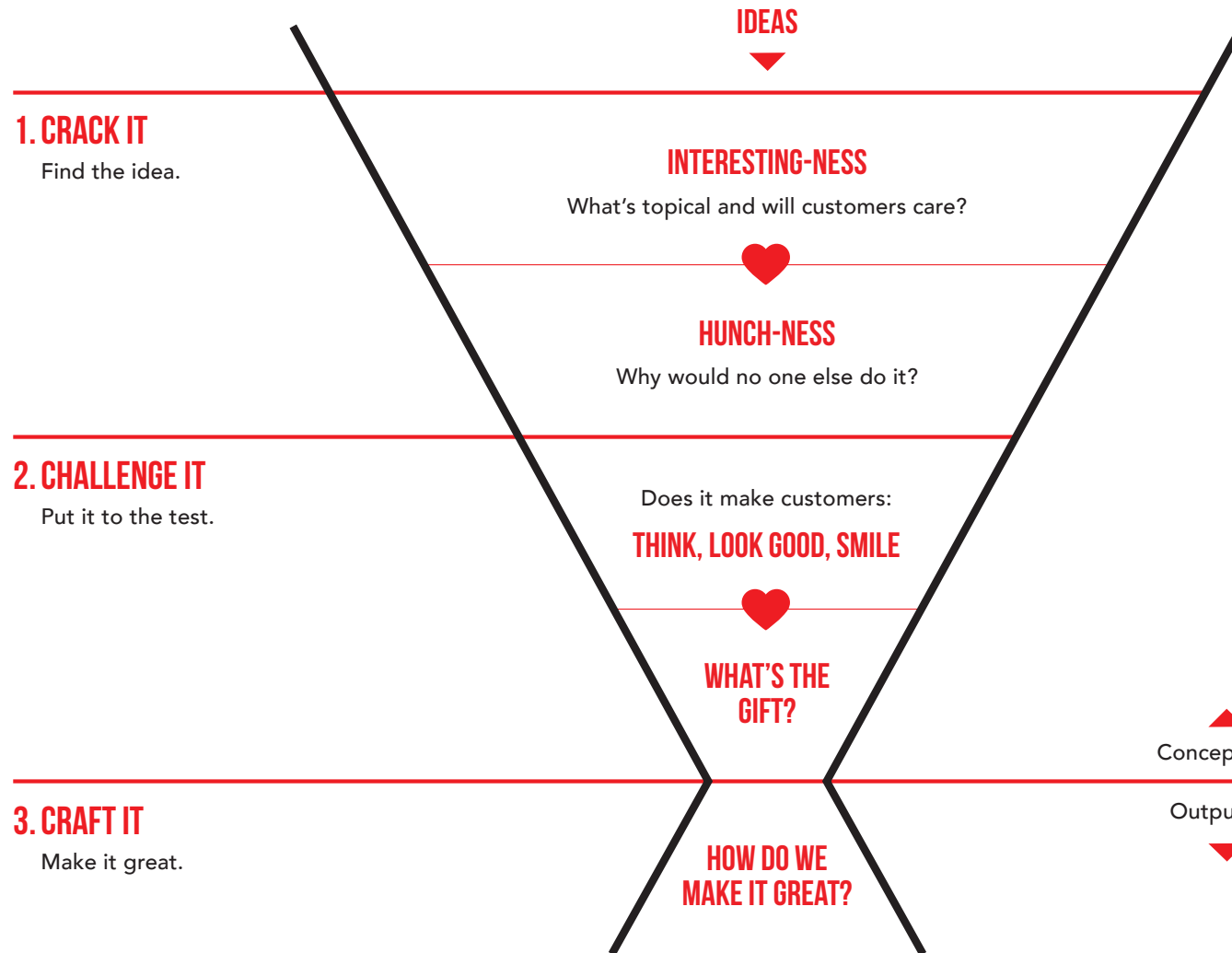
Different spaces need different words. How will what you write change in different contexts?

## HOW DOES IT SOUND OUT LOUD?

---

If it doesn't sound right when you read it out loud, that's not how we write. Always good to test it on a person. Or in the mirror.

# MAKING GREAT CONTENT



# HOLDING GREAT MEETINGS

## WHAT DO YOU NEED THIS MEETING TO ACHIEVE?

---

Go in with a clear plan. Come out with a clear solution.

## WHO/WHAT DO YOU NEED IN THE ROOM TO MAKE THIS HAPPEN?

---

Not just who you need, but also who you don't.

## IS EVERYONE PREPPED AND ON BOARD WITH THE MEETING PLAN?

---

Everyone should know the plan before they start.

## HOW LONG DO YOU NEED? ...REALLY?

---

Can you do it in less time? Usually, yes.

## POST MEETING: SUMMARISE THE MEETING IN WRITING.

---

What was decided? Who will do *what* next? Share this plan.

# CRAFTING GREAT EMAILS

## **DOES YOUR SUBJECT COMMUNICATE THE SUBJECT?**

---

Can someone tell what this is about without looking at the email?

## **WHAT DO YOU WANT THIS EMAIL TO ACHIEVE?**

---

Do you need an action from it? If so, what? Make that clear.

## **IS IT SIMPLE, CONCISE AND EASY TO FOLLOW?**

---

Have you edited down to the basics and used subheads and bullets for easy readability?

## **DOES IT SOUND LIKE SOMETHING YOU WANT TO READ?**

---

Have you sense-checked the tone and read it out loud?

## **DID YOU CHECK IT AGAIN BEFORE PRESSING SEND?**

---

Always re-read every email before you send it. Once it's gone, it's gone.

# UNPACKING THE F-WORD

## Feedback (n)

Specific and clear information that's given and sought to help us grow.

### FEEDBACK HELPS US:

MAKE IT RIGHT & MAKE IT BETTER

### GOOD FEEDBACK IS:

✓ SPECIFIC    ✓ CLEAR    ✓ TIMELY    ✓ UNEMOTIONAL

### THREE KINDS OF FEEDBACK:

**KNOWLEDGE**

Facts you don't know

**EXPERIENCE**

What has worked before

**OPINION**

A different perspective

### HOW WE REACT:

**FIXED MINDSET**

"I can't do this."



**GROWTH MINDSET**

"I can't do this, yet!"

### HOW WE RESPOND:

**DEFENSIVE RESPONSE**

#### **Blocking & Blaming**

It's not my fault  
I can't because...  
That's your opinion.



**WE DO WHAT WE'RE TOLD**

**LEARNING RESPONSE**

#### **Listening & Learning**

That's a helpful take  
I didn't know that  
Haven't seen it that way.



**WE LEARN ON THE JOB**



THE  
BOOK  
OF NUTS  
AND BOLTS

# SET UP

## LOG IN AND GO

### LAPTOP

You'll be given a laptop and mouse, please look after them. You'll also get a password with your laptop. It's best not to change this if you can help it.

### WIFI

Network:

---

Password:

---

### TEAMS

For any quick communication that doesn't warrant an email, use Microsoft Teams. You'll get an invitation to join in your inbox when you start.

### OUTLOOK

Log in to the email account you're given. It's useful to get the app on your phone too.

### WIP PLANNER BOARD

This is where we manage capacity and workflow through the agency. You'll get an invitation to join in your inbox when you start.

### WORKFLOWMAX

This is where we manage time and money for jobs. And where you'll log your hours against your name and role. You'll get an invitation to join in your inbox when you start.

### MUSIC

Someone's on DJ duty every week so download the Sonos app on your laptop.

Sonos Login:

---

Sonos Password:

---

### HUNCH BUNCH FACEBOOK GROUP

Here's the place to share inspo, TV shows you're loving and any other interestingness. One of the team will add you to the group.

### HUNCH CHATS WHATSAPP

Here's where to let the whole team know what you're up to. Download the app and one of the team will add you.

### TECH ISSUES

If you're having any troubles with your laptop or work setup, just let your manager know.

# MEETINGS

## MEETINGS, MEETINGS, MEETINGS

Meetings are really important. It's our chance to get together, learn from each other and make decisions that push things forward. Here's a quick outline of some Hunch meetings, what they're for and why it's really important not to skip them.

### HUNCH WORKFLOW

This meeting is to make sure we're getting through the work we need to on time. It should only be fifteen minutes, but it's one of the most important meetings we have.

### MONDAY MORNING WIP

This is our weekly team catch up at 8.30am every Monday morning. We share work we're proud of, see how last week's work landed and have a 'Five Minutes of Inspiration On...' session called FIMO.

### FORECAST MEETING

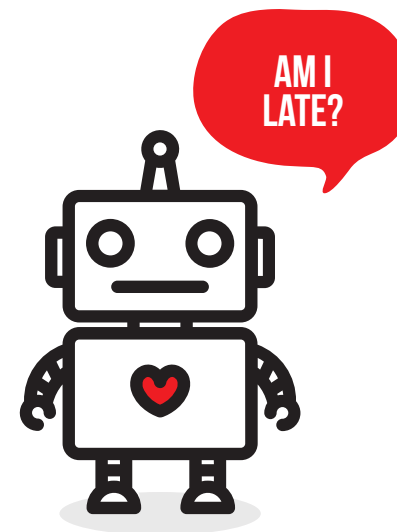
This is our weekly meeting to check that all projects are on track from a delivery and financial perspective. We check in on JCRs, timesheets and ensure we're all set to nail our revenue target.

### TED TALK TUESDAYS

On the occasional Tuesday, we sit down as a team and watch a TED Talk on something relevant to all of us. If you come across any good ones, forward them to the Office Manager.

### MEETING ROOMS

- Hosting clients? Give the Office Manager a heads up on numbers and what's needed.
- Ensure you allow enough time to test the tech before the meeting commences.
- Leave the room as you found it. And if you need to leave things on the wall, use the 'PLEASE LEAVE' sign found in the middle room cabinet.



# “OUT OF THE OFFICE”

## LEAVING IT UP TO YOU

### SICK LEAVE

People get sick. It happens. But the rest of us don't want it, so please stay at home – and let your manager know so we can work around deadlines or meetings.

Taking care of your mental health is also important. If you need a day to look after yourself, take a day off so you can come back rested and ready for action.

### ANNUAL LEAVE

You'll need to request annual leave before you book flights or accommodation (obviously). That helps us make sure we have the people we need to look after our clients.

Fill out the form and pass it on to your manager for approval. You can find the form here - [Hunch Stuff/Admin/Annual Leave Form](#)

### WORKING FROM HOME

From time to time you may need to work from home. Just be sure to communicate your plan: ask if anyone needs you in the office first and give us a heads up as early as possible.

### COMMUNICATE, COMMUNICATE, COMMUNICATE

For any of the above, make sure you give your manager a call and let the Office Manager know, so we can manage workloads and deadlines (and so we don't send out a search party).

For sick or annual leave, you'll need to pop an 'out of office' on your email with an alternate contact for client emails.

The Hunch Calendar will be updated with your sick and annual leave and that gets passed onto accounts to deal with the money stuff. Take a look through your contract for more.



# MONEY STUFF

## MONEY IN

### PAY-DAY

You get paid on the 22nd of every month.

### CLAIMING EXPENSES

If you had to buy something with your own money, online or in-store, give your receipts to the Office Manager and they'll arrange to reimburse you.

## MONEY OUT

### PETTY CASH

There will be times when you need to grab a few things for the office. That's what petty cash is for. Check with your manager first. And pop the receipt in the petty cash tin after.

### CREDIT CARD

For any online purchases, or when you need to use a credit card, check with your manager and they'll give you their card. Keep a copy of the receipt to pop in the 'Receipts' folder.



# OPENING UP/LOCKING UP

## GETTING IN AND CLOSING UP

First in the office? Last to leave? Here's everything you need to know. But please be careful with this info and don't tell people you shouldn't.

### ALARM

**Code number:**

---

is the code that arms and disarms the alarm – the keypad is by the light switch behind reception.

### ALARM DETAILS

If you trigger the alarm, you'll need to call and enter a password. These details are found on the inside panel of the alarm.

**The password is:**

---

### SWITCHING OFF

If you're the last person here, please check the three heat pumps, lights and the music are all switched off before you go.

### KEYS

**Key 1** - is for external gate and external glass door.

**Key 2** - is for the internal glass door to the Hunch office.

### THE GARAGE

Behind the ventilation unit on the wall in the garage, there's a little remote hanging up. Click it to close the garage door if you're the last one.

### TOP CAR PARK

**Keypad code for top car park:**

---

There are a few dark corners and driveways around this area. And we're probably being overly cautious here, but travel in pairs if you can.

### TAXI

Corporate Cabs **0800 789 789**

Please use the Hunch car as your first option but if it's not available, call the number above and make sure you put it on the Hunch account.

# SAFETY

## RULES TO KEEP US SAFE

Like any workplace, we have a few rules in place so that everyone knows what's okay and what's not okay. Here are some spoken, unspoken and just plain obvious rules:

### EVACUATION ZONE

In the case of a fire or drill, we evacuate outside the front of the building next to the road. Look out for the fire warden in the fluro vest.

### FIRST AID KIT

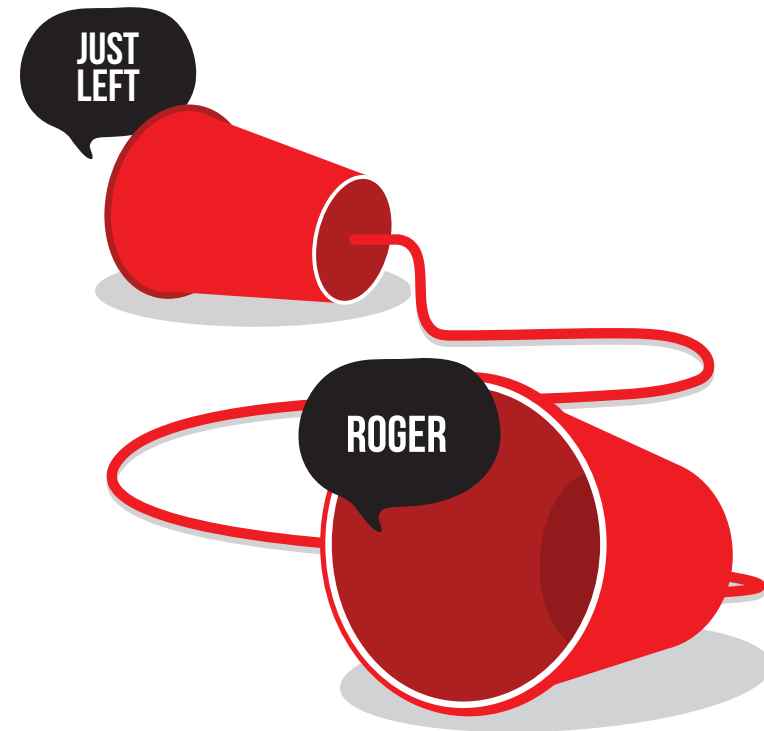
Whether it's an emergency or a papercut, the First Aid Kit is attached to the wall in the back room. Let the Office Manager know if anything needs replacing.

### WORKING LATE

If you can help it, don't. But if you need to, and you're the last one in the office, always let someone know. Then, text that person when you leave so we know you're safe.

### DRINKING AND DRIVING

We don't drink and drive. Ever. Don't be tempted to put yourself or others at risk by making a bad decision. Do us all a favour and call a cab.



# EXTRAS

## THE LITTLE THINGS

### HOT DRINKS

There's always tea, coffee, sugar and milk in the kitchen. And extras under the stairs.

### CLIENT TREATS

Have a client coming in? Talk to the Office Manager to make sure they're all taken care of.

### STATIONERY

The main office supplies like pens, staples and paper are kept next to the printer.

### HUNCH CAR

We have a car that can be used for work-related errands, like pick ups and drop offs.

### PANTRY STAPLES

We always have salt & pepper, butter, Vegemite, T-sauce and Sriracha.

### BAR

Fully stocked for client meetings. Keep it topped up and if we're running low, then please let the Office Manager know.

### WORKSPACE

Desks are cleaned every weekend by our cleaning team. In the meantime, it's on you to keep your workspace clear. That means tidying it at the end of each day.

**IF WE RUN OUT OF ANYTHING, OR YOU NEED A RIDE, JUST ASK THE OFFICE MANAGER. AND CHECK OUT 'I'M NOT YOUR F\*\*\*ING MOTHER' UNDER 'ADMIN' IN THE HUNCH FOLDER FOR OTHER IMPORTANT STUFF.**



# SERVER STRUCTURE

## FOLDERS FOR EVERYTHING

### THE SERVER (HUNCH NAS)

This is where EVERYTHING is saved – no more work lost to personal desktops, no multiple versions of things popping in and out of email, no mess, no fuss, no worries.

### OFF-SITE ACCESS

If you need to access the server from elsewhere, we'll need to get your laptop set up for remote access. We'll either give you steps to follow, or log a ticket with our IT support.

### SERVER STRUCTURE

**Archives** - Old stuff we don't want to throw away.

**Hunch stuff** - Where all our internal work and house jobs live.

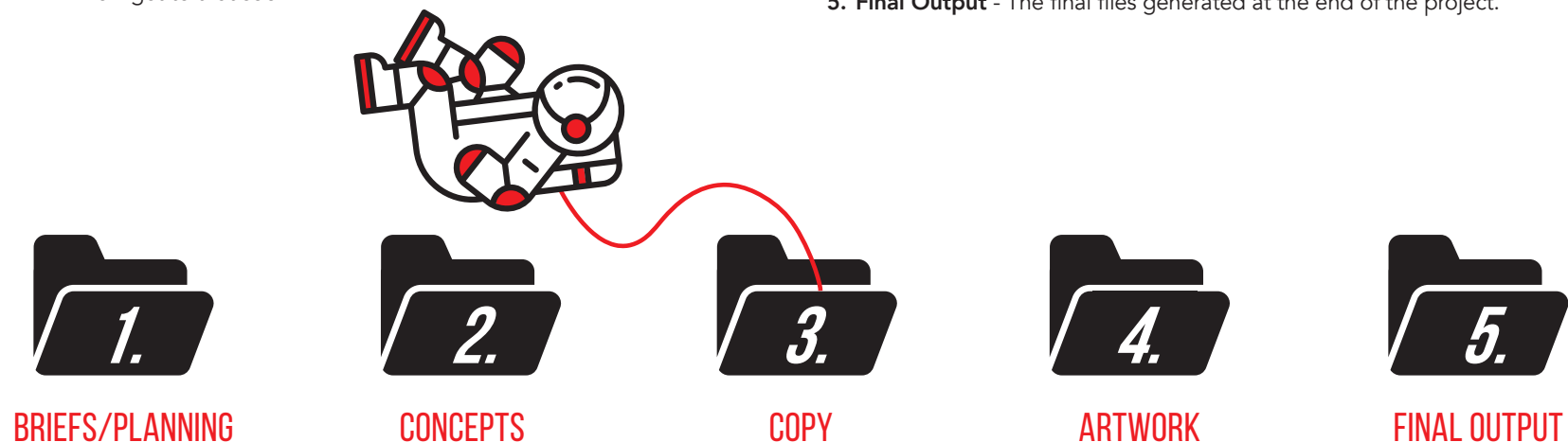
**Locker Room** - Everyone has a folder for storing their own stuff.

**WIP** - We'll get to that soon...

### WIP – THE HOLY GRAIL

The WIP folder contains all our client projects and is the folder that does most of the hard work and heavy lifting. Here's a breakdown of how we set up each folder:

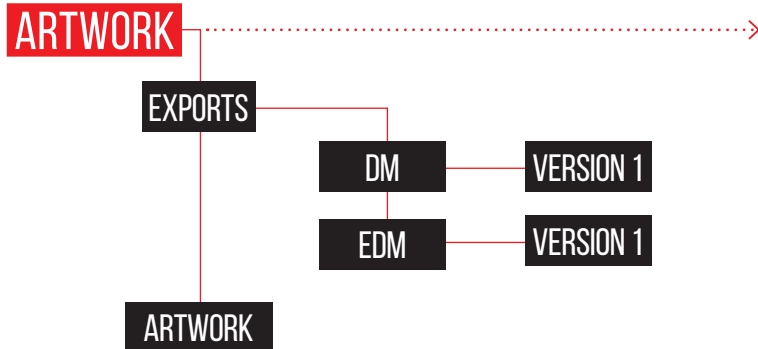
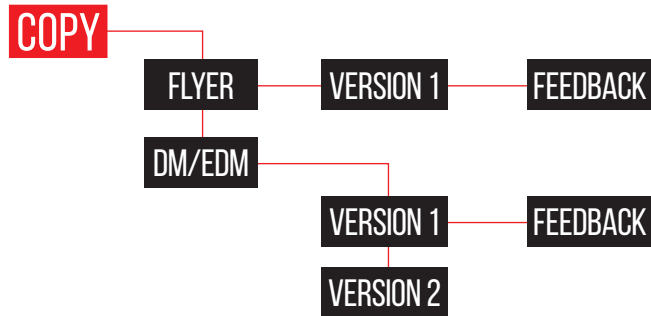
1. **Briefs, Strategy and Planning** - Any stuff sent through by the client, as well as briefing docs.
2. **Concepts** - Initial work, thinking, scamps and presentation documents.
3. **Copy** - Writers save their copy documents here by version number so we can see where things have changed along the way.
4. **Artwork** - Designers save their design files here which also share the same version number as the copy document. This folder also contains links and assets that the files use, plus PDF artwork we use for internal review and sign-off.
5. **Final Output** - The final files generated at the end of the project.



# FILING

## FOOL-PROOF FILE SAVING

Everything has its place. And it's always labelled to make it easy. Take a look at these examples to see how we structure different versions and outputs within a folder.



## FOOL-PROOF FILE NAMING

When naming a file, we keep everything consistent to make sure we're all working on the most recent version of work – and that we're keeping track of how many rounds we've been through. Check out the examples below to see how we name files.

### JOB#\_JOBNAME\_ITEM\_VERSION

E.G. SPK 044\_SPARK DM\_CRAFTING BRIEF  
SPK 044\_SPARK DM\_COPY\_V1  
SPK 044\_SPARK DM ARTWORK\_V1

### GET TO KNOW YOUR ARTWORK FOLDER:

ARCHIVE	Old versions
EXPORT	Working files saved for client
LINKS	Outside links within working file
SUPPLIED	Client supplied assets i.e. logos, images
WORKING	Design only files i.e. .ind, .ai, .psd
FINAL OUTPUT	Final files i.e. print ready pdf

# CATCHING TIME

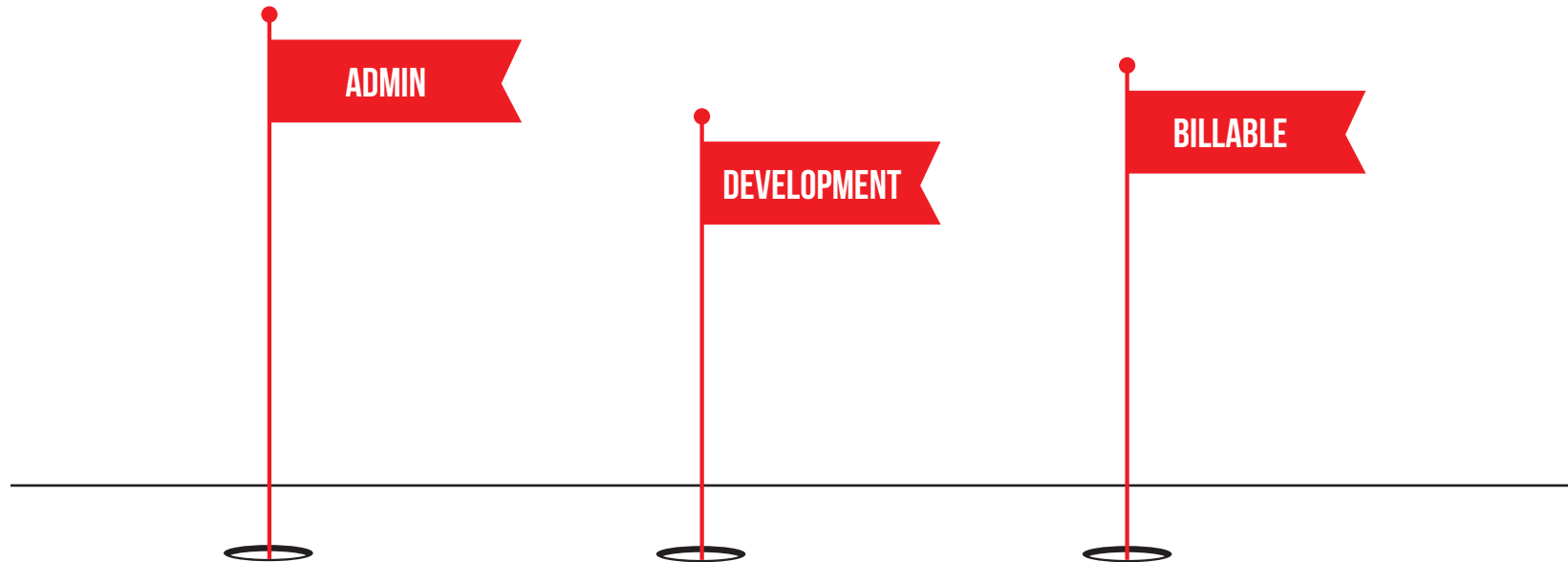
## TIMESHEETS & WORKFLOWMAX

Timesheets are vital. It's how we all get paid. We aim to have at least 25 hours of billable work every week. You're responsible for completing your timesheets, **daily**.

We need to know how we're tracking on a job in real time so we can have conversations early with the client if we need to manage expectations. It also makes it easy to review the estimate vs. the actuals and estimate future jobs more accurately.

## WORKFLOWMAX BASICS

- ✓ Make sure all your hours are accounted for on timesheets daily.
- ✓ For Hunch WIPS, office bits and bobs, relationship time etc., pop time under '**Hunch Admin Time & Meetings**'.
- ✓ For reviews, professional training, TedTalks and the like, pop time under '**Hunch Professional Development Time**'.
- ✓ All other jobs should have a job number.
- ✓ Be as accurate as possible with your timesheeting.
- ✓ Remember it's okay to round up your time to the nearest half hour.



# GLOSSARY

## BIRDCAGE

It's our closest pub, and they do great fish and chips.

## BTL

Below The Line. Basically, a broad term for Direct Mail or advertising that no one but the consumer sees.

## CIMA SUSHI

Down at the bottom of College Hill on our side of the road is CIMA. It's nothing super-flash, but it's cheap, easy and yum.

## COLLY HILL

This little joint is just up the road from us, on College Hill. It's cheap and cheerful, so if you need a quick fix, this is the place.

## COPY

Words crafted for a specific purpose, whether that's informing, selling, engaging or building brand. Must always be typo-free.

## COPY DECK

The template we use to write all our copy. Everything we write for clients should be in one of these.

## CRM

Customer Relationship Management. The way we manage the stuff we know about our customers.

## CTA

Call To Action. The bit that asks people to do something based on what they've just read. It's literally, a "call" to take an "action."

## DATA

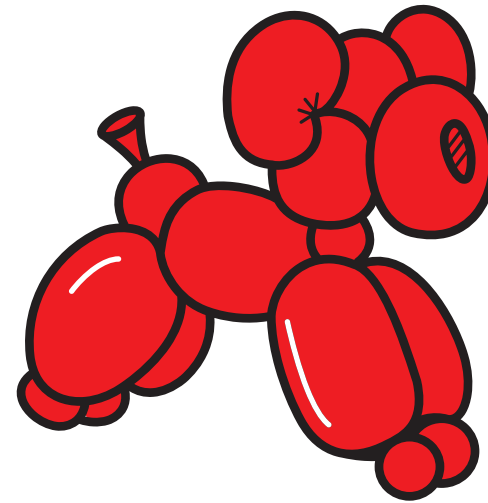
Information collected about the people we're talking to. This helps us get the right content under the right noses at the right time.

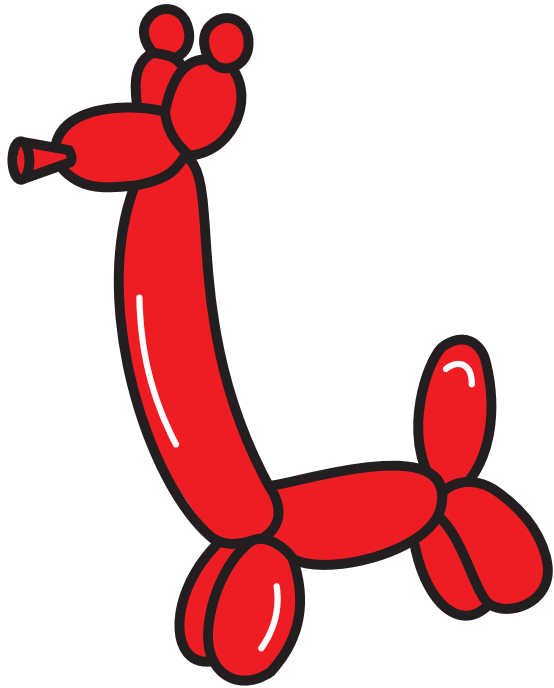
## FIMO

Five Inspirational Minutes On (insert buzz topic here). A different team member inspires us each week at WIP. What's your passion?

## IN STUDIO

When we say 'in studio', we mean that a piece of work is with one of our Designers or Mac Operators and being turned into art.





## INTERNAL

The meeting where we catch up on a job or share a piece of work before presenting to a client.

## JCR

Job Cost Report. A cost breakdown that tells us whether we're making money on jobs. So pretty important.

## PROACTIVE

We like to come up with ideas before our clients even need them. Hunchmail also loves a bit of proactivity, so don't be shy.

## QUEENIES

After more of a café type vibe? Try Queenies. Quaint and vibey with good food and even better coffee. Beware of Hipsters.

## SCAMP

A quick sketch or drawing that shows an idea or execution, and actually takes a surprising amount of skill to master.

## THE BOARD

That too-big-to-miss telly on the wall ensures we deliver jobs on time and within budget. Trello keeps everyone on the same page.

## THE CAV

Good old pub grub with a great deck and huge array of beers. Plus, we get a 15% discount there, so don't forget to ask.

## THE COUCHES

The space in the corner where we do briefings, catch ups, lunch and casual meetings. It's a cozy spot that catches the sun.

## TYPO

Typos in work makes it look like we don't care. But we do. So always look out for typos and if you spot one, call it out and fix it.

## WIP

Work In Progress. Whether it's with a client or with each other, these meetings are specifically about checking in on where a project is at.

# AND THAT'S IT

IF YOU'VE GOTTEN FAR ENOUGH TO BE READING THIS, YOU'RE DOING GOOD.  
AND IF YOU'VE FOUND THE FRIDGE, YOUR KEYS AND YOUR COMPUTER,  
YOU'RE PRETTY MUCH ALL SET TO GET STARTED.

FROM HERE, **IT'S ON YOU** TO MAKE IT **EASY, EXCELLENT** AND **FUN**.



**hunch**  
EASY. EXCELLENT. FUN